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FM SECSTATE WASHDC
TO RUEHDS/AMEMBASSY ADDIS ABABA IMMEDIATE 5727
RUEHKM/AMEMBASSY KAMPALA IMMEDIATE 4664
RUEHNR/AMEMBASSY NAIROBI IMMEDIATE 9154
RUEHKH/AMEMBASSY KHARTOUM IMMEDIATE 6333
INFO IGAD COLLECTIVE IMMEDIATE
RUEHEG/AMEMBASSY CAIRO IMMEDIATE 7791
RUEHDR/AMEMBASSY DAR ES SALAAM IMMEDIATE 5097
RUEHDJ/AMEMBASSY DJIBOUTI IMMEDIATE 3998

UNCLAS SECTION 01 OF 02 STATE 097539

SENSITIVE
SIPDIS
PLEASE PASS TO CONGEN JUBA

E.O. 12958: N/A
TAGS: [PREL](#) [EAID](#) [SU](#)
SUBJECT: DEMARCHE ON SOUTHERN SUDAN TRADE DELEGATION

REF: REF: STATE 90046

1. This is an action request. Please see para. 5.

2. The interest of U.S. companies operating in Addis Ababa, Kampala, and Nairobi has been encouraging as we continue to plan for the first U.S. trade delegation to Juba, Sudan. (ref) The participating companies represent a broad range of economic interests, including small scale handicraft industry; project management and human/financial development; logistics & transport sectors, including pre-fabricated housing. The purpose of this cable is to lay out details related to the structure of the trade delegation and requirements for participants, and to solicit confirmation of participation by companies.

3. Details:

DATE: Company representatives must arrive in Juba on Sunday, September 28 to commence formal delegation activities on Monday, September 29 given the precarious nature of flight schedules into Juba. The delegation will depart Juba on Friday, October 3.

DESTINATION: Juba, Sudan. (Note: We are still exploring the possibility of taking one night to visit one other area of Southern Sudan, TBD. Should the delegation travel outside of Juba, that transportation would be paid for by the USG; however, each delegate would be responsible for paying for their own accommodations (see below) End note).

TRAVEL AND VISA ARRANGEMENTS: Delegates are required to secure their own transportation to and from Juba, as well as a valid Sudanese visa for their stay. All participants are advised to apply for Sudanese visas as early as possible. Posts may wish to provide a "visa expedite" letter to participants, requesting a professional courtesy from the Embassy of the Republic of Sudan in their capital and informing them that the delegation seeks to pursue investment opportunities in the Sudan.

ATTENDEES: We request that participating companies limit their number of representatives to two (2) individuals at most.

ACCOMMODATION: Delegates will be responsible for paying for their own accommodations, which will be secured by ConGen Juba at an acceptable local hotel in Juba. (Note: ConGen Juba will have to pre-pay for all hotel accommodations for delegates, thus should a delegate ultimately not participate, ConGen Juba will be held responsible for paying for those accommodations. We ask that this point be made clear to potential delegates to minimize the possibility that they

will cancel without notice. End note.)

STRUCTURE AND AGENDA ITEMS: Approximately 29 companies thus far will be sending representatives to explore the business climate in Southern Sudan. Though the precise agenda is still unfolding, the trade delegation will spend the week in Juba visiting the area and meeting relevant Government of Southern Sudan (GOSS) officials.

Juba, the developing capital of the Southern Sudan Region, is a dynamic hub that has been visited by several international trade delegations; a large German delegation is the most recent. The Darfur Peace and Accountability Act of 2006 (DPAA) substantially eased the sanctions restrictions in Southern Sudan, and certain activities involving US entities no longer require licenses. Some of the areas to be visited in Juba include: Jebel Kugur area and 19 Acre area (potential sites for development); All Saints Cathedral Area/Juba Teaching Hospital; Juba Stadium; Juba University; Central Business District; Juba Bridge; Juba Port on the Nile; Konye Konye Market (and select trade/handicraft locations); Grave Site of John Garang de Mabior; and World Bank Offices Juba.

The Delegation will meet with: State Governors; Members of the Southern Sudan Legislative Assembly who have been awarded constituency development funds for expenditure in this calendar year; Business Communities and Councilors of

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several states in Southern Sudan; County Commissioners; and the Southern Sudan investment Authority. Delegates can expect one-on-one time with GOSS President Salva Kiir Mayardit or Vice President Riek Machar, and senior members of the Council of Ministers, to include the Ministers of Trade, Industry, Presidential Affairs, Regional Cooperation, and the Southern Sudan Investment Authority. In addition, the delegation will meet with Members of the State Parliament on Constituency Development Fund Projects and The Wildlife Conservation Society on Boma National Park.

GROUND TRANSPORTATION IN JUBA: Ground Transportation in and around Juba will be provided by GOSS buses and Consul General Juba vehicles.

MEDICAL COVERAGE AND COSTS: Delegates are advised to make sure that their insurance provider(s) cover medical support flights. Medevac to Khartoum costs approximately \$1,400 on a commercial carrier. The local clinic in Juba estimates the cost of an emergency medical evacuation to Nairobi as approximately \$16,000. The local Juba clinic charges \$150 per visit for medical evaluations.

IMPORTANT NOTE ABOUT U.S. DOLLARS IN JUBA: U.S. dollars printed in 2003 or after are accepted in Juba and elsewhere in Southern Sudan. Note that dollars printed before that year might not be accepted by all vendors due to counterfeiting concerns.

14. COST BREAKDOWN TO PARTICIPANTS:

Hotel accommodation: South Sudan Hotel, \$110/night, including breakfast, wireless internet connection, DSTV, and air-conditioning. 5 nights at the South Sudan hotel will be approximately \$550 USD. (Note: Should the delegation travel to Malakal as noted above, accommodations in Malakal are \$120/night. End note.)

Transportation to Juba: Variable per individual

Food and Miscellaneous: Estimated at \$75 - \$100/day, though note that some events will already include meals

15. ACTION REQUEST ADDIS ABABA, KAMPALA, NAIROBI: The Department requests posts to secure the final confirmation of participation for the companies outlined below, along with the name of the participant. In addition, posts are requested to inquire with local American Chambers of Commerce, other American business association channels, as well as

participating companies about the possibility of sponsoring a representational event at the Consulate General Compound in Juba during the trade delegation in an effort to defray costs associated with the delegation. Specifically, U.S. sponsorship of an event at Juba,s conference venue in the amount of \$2500 would provide an excellent point of entry for U.S. business interests to the greater Southern Sudan business community. Posts are requested to respond by OOB Eastern Standard Time on Monday, September 15 at the absolute latest to AF/SPG as noted below. At present, our list of companies to be solidly confirmed by posts are:

ADDIS ABABA: Infosys, PLC; Transtrade Ethiopia; Prosper International PLC; Boston Medical;Muya Ethiopia PLC; A. A. Bromhead & Co; Ernst & Young, LLP; Tekur Anbesa Trading PLC; Teshome Babre-Mariam Bokan; WARYT Mulutila International, PLC.

NAIROBI: Sara Lee; Eveready East Africa.

KAMPALA: Motorola, Inc; FOTOGENIX Ltd; Mednet Healthcare (U) Ltd; World-Wide Sires Inc; Computer Frontiers International; Fedex; Mantrac; Service Computer Industry; UNGA (U) Ltd; American Procurement Co.; HERTZ; World-Wide Movers; Century Bottling Co.

USA ENGAGE: Boeing.

INDEPENDENT: Dolarian Capital Inc.

16. Field-based points of contact for this initiative are:

Embassy Khartoum Economic Chief John W. Struble (StrubleJW@state.gov) and Consulate General Juba Political Officer Erin Y. Tariot (ETariot@usaid.gov, erin.congen.juba@gmail.com). Washington based points of contact are: A/F SPG Desk Officers Pamela Fierst (fierstpd@state.gov) and Jimmy Clarke (clarkeoa@state.gov).
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